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**MINUTES**  
**HUMAN RELATIONS COMMISSION**  
**REGULAR MEETING**  
**Monday, October 12, 2009**  
**5:00 p.m.**  
**Human Resources**  
**Pinnacle Training Room**  
**7575 E. Main Street**  
**Scottsdale, Arizona**

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**PRESENT:** Enid Seiden, Chair  
Susan Galpin, Commissioner  
Jeff Jameson, Commissioner  
Kuros Lamé, Commissioner  
Edward Lopez, Commissioner  
Joel Martin, Commissioner

**ABSENT:** Linda Simmons, Vice Chair

**STAFF:** Linda Walton, Staff Liaison  
Velicia McMillan, Assistant General Manager, Human Resources

**GUESTS:** Bob Fox

1. **Call to Order**

Chair Seiden called the meeting of the Scottsdale Human Relations Commission to order at 5:11 p.m. The Commission extended a welcome to Bob Fox who will begin his HRC term in November. Chair Seiden invited the Commissioners to introduce themselves.

2. **Review and Approval of Minutes**

**COMMISSIONER MARTIN MOVED TO APPROVE THE MINUTES OF THE SEPTEMBER 14, 2009 REGULAR MEETING. COMMISSIONER GALPIN SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SIX (6) TO ZERO (0).**

3. **Regional HRC Meeting Hosted by Scottsdale**

Ms. Walton noted that the Regional HRC meeting, originally planned for October, has been postponed until November. Commissioner Galpin volunteered to assist in preparing for the meeting. Commissioner Martin inquired about the format of Regional HRC meetings.

Ms. Walton explained that the host city is expected to create a topic of discussion. One proposal for November is to have a discussion on the meaning of Thanksgiving to the Native American community. She noted that at the last regional meeting, the group requested that time be set aside for a strategic planning session. Traditionally, there is also an item allowing each city to update the group on happenings within their community. Dr. McMillan added that the primary purpose of the regional meetings is to allow municipalities to exchange information on current events and cooperate on common issues. She doubted that there would be enough time to have both a strategic planning session and a speaker.

Chair Seiden proposed an item to highlight SkySong and its goal of attracting international businesses. Commissioner Martin questioned whether that topic would have a strong enough diversity link to interest the regional group. Dr. McMillan noted that the General Plan identifies a goal of reaching out to disenfranchised populations and acclimating them to how the City does business. SkySong was created in part to serve as an economic engine in south Scottsdale, and attract businesses and jobs that would revitalize the area.

Dr. McMillan said the infrequency of the regional meetings drains the group's momentum. A strategy session would alleviate that drain by establishing a long-term plan for the group. Commissioner Jameson noted that some participants in the past have questioned why the cities meet at all. Without clarifying the group's purpose, little will be accomplished from the meetings. Commissioner Lopez proposed that the cities prepare round table information in advance to allow more time for the strategy session. Chair Seiden noted the difficulties in getting the whole group to agree on something. She suggested each city send one representative to meet with a facilitator and work through a plan. Dr. McMillan said the Regional HRC uses a collaborative/facilitative model of planning. The purpose is to allow participants to feel as though they have a voice, even if their ideas are not used. One major problem has been the lack of focus. Another problem is that the Regional HRC is not a recognized body created by a government entity. It was created to embellish networking and allow the individual commissions to work together on big issues. A strategy session would help clarify the group's purpose and field of activity.

Commissioner Jameson proposed asking each city to submit their vision of the regional effort in advance, and using the results of that survey as the starting point for discussion. Commissioner Martin agreed, adding that each city should share their best practices in solving their own set of challenges. This would produce a useful body of knowledge. Dr. McMillan noted that the open meeting laws complicate how information can be gathered in advance. The purpose of the strategy session is to clarify what each commission would like to see as a result of the regional process. Chair Seiden said that topic alone would likely take up the entire meeting. There would be little need for an additional presentation.

Dr. McMillan said the biggest challenge in the past has been in getting individual municipalities to commit to picking up the work without adding to the amount of time that commissioners already volunteer. Most past meetings have been about sharing information, but the focus has been shifting towards accomplishments. Commissioner Galpin said the meeting should aim to lay a foundation for solving problems in the future. The meetings need more structure if they are to be successful.

The Commission agreed to make the strategic planning session the format of the Regional HRC meeting hosted by Scottsdale. Commissioner Galpin emphasized the importance of making the guests feel welcome in Scottsdale. Ms. Walton noted that the Mayor would be invited to address the guests. Commissioner Martin proposed SkySong as the meeting venue, with

Dr. McMillan as speaker and facilitator. The Commission targeted holding a regular HRC meeting on November 9, and the Regional HRC meeting on November 16, 17 or 18.

#### 4. **Scottsdale Latin Jazz Festival/Hispanic Heritage Community Celebration**

Ms. Walton described the schedule of events for the three-day Latin Jazz Festival/Hispanic Heritage Community Celebration. A Latin business symposium is planned for Friday. The Governor, the Attorney General, and the Mayor have been invited to make presentations on economic development at the Federal, State and City levels. The symposium will have vendors and workshops throughout the afternoon. The festival itself will be on Saturday and Sunday, and will feature a community stage, which will mirror what typically happens during the Community Celebration. A separate main stage will feature the national acts. The community event will offer activities for children, art exhibits, vendors, non-profit groups, and merchants. The community stage will close at sunset, while evening performances will continue on the main stage. Admission is \$10 for those who enter prior to 5 p.m., and \$15 afterwards. Between 150 to 200 free tickets are being made available for community organizations.

Dr. McMillan noted that all of the City's Celebration partners remain a part of the event, and their participation is not being commercialized. Non-profit organizations will not incur costs. Food vendors will incur slightly higher costs, but will also have the opportunity to make money over three days instead of just two. In response to an inquiry from Commissioner Martin, Ms. Walton said the branding of this event would be changed to include the Celebration and mention the HRC. Only two of the traditional sponsors have failed to come through. The logistics of the event have been taken care of. The remaining discussions are on the philosophy of the event, and how to infuse it with an educational component.

Commissioner Jameson felt the number of free tickets was inadequate. He inquired whether the Commissioners would be able to distribute free tickets to deserving groups. Dr. McMillan said the organizers would appreciate the Commission's input on what an appropriate number of free tickets would be, and how to distribute them. Chair Seiden said the feel of the event has totally changed, and she expected it would attract an entirely different group of people from previous years. She doubted whether it would meet the needs of the Hispanic community. Dr. McMillan said the event now offers the community an opportunity to see signature acts as well as the offerings of the local community. The primary challenge is ensuring that the tickets get into the hands of the people that cannot afford \$10. Commissioner Lamé inquired about use of the term "Latin." Ms. Walton responded that the term is linked to Latin jazz, and not so much Latin in general. Commissioner Lamé inquired about media coverage. Ms. Walton responded that an extensive campaign is planned in many different venues.

#### 5. **Cross Cultural Communication Series**

Chair Seiden noted that the films in the series would be captioned. Ms. Walton called for volunteers to host individual sessions. Hosts are expected to introduce the films using prepared notes. Moderated discussions will be held after the screenings. The Phoenix Jewish Film Festival is sharing the expense of bringing in a guest for *The Woman in a Bubble*. They, along with the Arizona Commission for the Deaf and Hard of Hearing, will be moderating that session. The producer of *Crossing Arizona* has agreed to moderate the discussion for that event. The Anti-Defamation League is arranging for a speaker to come in for *A Dream in Doubt*. The Black Chamber of Commerce has offered to moderate the discussion on *Trouble the Water*, and

Scottsdale's incident management group will be invited to discuss the lessons of Katrina. No moderator has been arranged for *What's Cooking* yet.

The Commission discussed whether to offer food at the events. Chair Seiden said the lack of tables at the venues makes eating meals difficult. Appetizers would be more appropriate. Commissioner Jameson suggested the subcommittee handle food details.

#### 6. Unity Walk

Ms. Walton reported that the Unity Walk route and final destination would be similar to last year. The organizers are considering the idea of providing participants with rides back to their points of origin. Three speakers are being considered for the festival, Alonzo Jones, Stella Pope Duarte, and Bob Young. The Unity Walk event will once again coincide with the Joanie and Friends event. Both groups are trying to collaborate on cross-promotion and coordination this year. The Gay-Straight Alliance has expressed concern about derogatory comments they were subject to from participants of that event last year. Entertainment details are still being worked out, though the offerings will likely be lighter than last year.

#### 7. Community Partnerships

Ms. Walton reported on a partnership between the Arizona Hispanic Chamber of Commerce, the Greater Phoenix Black Chamber of Commerce, and the HRC on doing business in Scottsdale. A large number of diverse business enterprises have been invited. Remarks by the Mayor, the City Manager and Commissioner Simmons are planned. The Mayor's Committee on Employment of People with Disabilities will meet On October 22. The East Valley NAACP dinner is scheduled for October 23. November 5 is date for the ADL's Torch of Liberty event.

#### 8. Public Awareness of the Human Relations Commission

Commissioner Lamé said the Commission can more effectively reach out to the community by working with the schools to make children aware of the Commission's goals. He proposed approaching principals for their help in conveying the message. Commissioner Jameson suggested the Scottsdale Unified School District's Coordinator for Community and Business Partnerships would be a good starting point. The office could help to distribute curricula prepared by the Commission. Dr. McMillan suggested that the Service Learning Program would complement that effort. Chair Seiden agreed that the high-school students from Service Learning would leave a big impression on elementary schoolchildren. Dr. McMillan noted that the Anti-Defamation League (ADL) has a set of school programs already available that they would like to get into the schools. She proposed inviting them in for a discussion.

**COMMISSIONER LOPEZ MOVED THAT THE COMMISSION EXTEND AN INVITATION TO THE ANTI-DEFAMATION LEAGUE TO ATTEND THE NOVEMBER MEETING TO DISCUSS HOW TO RAISE THE COMMUNITY'S AWARENESS OF THE COMMISSION'S MISSION. COMMISSIONER JAMESON SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SIX (6) TO ZERO (0).**

9. **Chair Reports**

Chair Seiden noted that this was her last meeting as the Chair of the HRC. She said she was initially reluctant to accept the position, but was glad she did.

10. **Commissioner Items**

Ms. Walton conveyed a message from Vice-Chair Simmons expressing her appreciation of Enid's Seiden's work over the years. Ms. Walton presented a gift to Chair Seiden on behalf of the Commission. Dr. McMillan noted that vacancies for Chair and Vice Chair for unexpired terms are filled by elections at the next scheduled meeting. Regular elections are held each year in January.

Commissioner Jameson noted that a school funding override issue is on the November ballot. Commissioner Martin invited the Commissioners to a breakfast event entitled "Diversity: The New Imperative." Commissioner Lopez said he would like to see the continued growth of the Unity Walk effort.

11. **Open Call to the Public (A.R.S. § 38-431.02)**

Mr. Fox said he looks forward to joining the Commission.

12. **Staff Liaison Items**

Ms. Walton said a civil rights forum is planned on the same day as Commissioner Martin's breakfast event. On October 22, the Diversity Leadership Alliance is hosting a free conference. She noted that Vice Chair Simmons has been representing the HRC in the City's effort to update the General Plan. The Commissioners are invited to provide their input by taking a survey on the City's website.

13. **Adjournment**

With no further business to conduct, the meeting adjourned at 7:06 p.m.

Respectfully submitted:

A/V Tronics, Inc. DBA AVTranz.